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# *Hunger for Books* – an Example of Successful Cooperation Between Cultural Institutions and Associations

## ABOUT THE ZAGREB LIBRARY ASSOCIATION

The Zagreb Library Association (hereinafter: ZLA) is a regional library association with an established name and reputation in the Zagreb library community. Through its activities, it has gained the trust of experts in the country and in the international environment, and it brings together professionals from the library profession from the City of Zagreb and Zagreb County. The main purpose, objectives and tasks of the Association are focused on contributing to professional education, monitoring, research and analysis of professional issues and providing proposals for improving library activities. In addition, the ZLA encourages the establishment and development of all types of libraries and arouses the interest of the society in books and libraries. The Association actively participates in the formulation and implementation of policy in the field of librarianship and is committed to achieving the appropriate social and economic status of library professionals (cf. the Zagreb Library Association [s.a.]a).

## ZLA FORUM

One of the goals of the Association is the continuous professional development of librarians, which is a key component of the concept of lifelong learning. In the ZLA, special importance is attributed to the empowerment of librarians through education and gatherings aimed at development, promotion and protection of the library profession. Nevertheless, in practice, librarians lacked a platform where they could discuss everyday challenges, follow expert trends

and complement their knowledge. In order to meet the needs of the continuous development of library services and the provision of services that meet to the needs of the community, a ZLA forum was launched at the beginning of 2019. ZLA Forum is an educational programme and support to the library community intended for librarians of all types of libraries who do not often have the opportunity to meet and exchange experiences. This initiative provides concrete and practical assistance to librarians employed in various types of libraries. The ZLA Forum has been recognised as a model of continuous professional development of librarians not only in the city of Zagreb and Croatia, but also beyond (cf. Stropnik 2020: 17).

At the end of 2018, a text was published in the bulletin of the Zagreb Library Association titled *Novi uvez* inviting librarians of all types of libraries and students of librarianship to free professional training, stating that the aim of the ZLA Forum is to acquire and expand knowledge and skills and discuss current issues in the field of information sciences, as well as other related professions (cf. Novosel 2018: 17).

The first ZLA Forum was held live on 23rd January 2019 in the Conference Hall of the Library of the Faculty of Humanities and Social Sciences of the University of Zagreb and was attended by 56 participants, mostly members of the Zagreb Library Association. A maximum of eight meetings are held annually in a fixed period, on the last Wednesday of the month (except during the summer break from June to August and winter in December). During the first year, the ZLA Forum focused on public relations, strategic communication, library marketing, reading clubs, bibliotherapy, the National Strategy for encouraging reading for the period from 2017 to 2022, volunteering at the World Library and Information Congress of the International Federation of Library Associations and Institutions (IFLA WLIC), alternative funding opportunities, the quality of translation of publications for children and youth, and library leadership and management. In the first year, the ZLA Forum hosted a total of 58 lecturers and 437 participants (Figure 1) (cf. Stropnik and Martinić 2022: 72-74).

The success and innovativeness of the concept was also recognised by the Dr. Ljerka Markić-Čučuković Foundation, which in 2019 awarded the Zagreb Library Association with the annual award for the ZLA Forum in the category of Libraries, Institutions, Associations and Individuals, who promote the library profession and library science in general. Among the reasons stated with this decision, it was pointed out that the ZLA Forum represents an innovative step forward in the Croatian library community, as a programme that does not charge registration fees, continuously takes place throughout the year and is not directed towards only one type of library (cf. Barbarić 2021: 7-8).

Until August 2020, ZLA Forums were held live respecting the epidemiological measures that were in place. Consequently, in the first half of 2020, the number of participants of the ZKD Forum recorded a drastic decline. In line with the trends in the profession, in November of the same year the first ZLA Forum was held through the ZOOM platform, which was also the first in a series of workshop cycles *In Search of Lost Nerves*. Sonja Jarebica, a Master's degree holder in Social Pedagogy and a member of "Ti si ok", an association for providing psychosocial and pedagogical assistance to children and young people with mental and behavioural disorders, empowered and directed librarians towards the possibility of choosing a style of behaviour and ways of co-operation in the work environment, taught them assertive communication and addressed the issues of expectations, beliefs and attitudes within work and family environment (cf. Stropnik and Martinić 2022: 76-77).

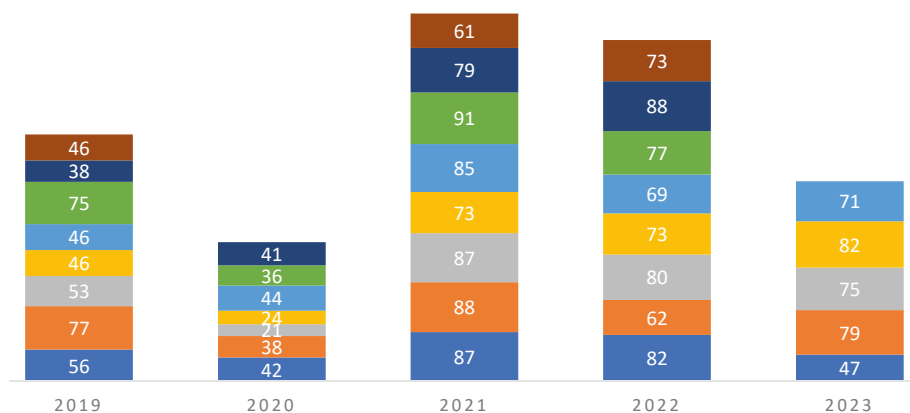


Figure 1: Number of ZLA Forum participants from 2019 to 2023

After successfully held online workshops, most of the ZLA Forums in 2021 were held virtually. The first hybrid ZLA Forum was held in May 2021 in the multimedia hall of the Department for Children and Young Adults of the Zagreb City Library and was dedicated to oral storytelling. The emphasis was placed on conveying emotions and knowledge through storytelling, which is also a path to reading. The lecturers were Srebrenka Peregrin, a professional storyteller, Jelena Marković, PhD, a senior research associate of the Institute of Ethnology and Folklore Research, Danica Leštek, a librarian who is also the initiator of *the Fairy Tale Days: Imaginative Storytelling and Fairy Tales (Dani bajki: baj(kaj)mo i pr(ča)jmo s ma(što)m)* and Ines Krušelj Vidas, a librarian and the president of the association “Kajkaviana”. The panel discussion was moderated by Ketj Krpan, senior librarian, and Evelina Rudan, Head of the Department of Oral Literature at the Department of Croatian Language and Literature at the Faculty of Humanities and Social Sciences, University of Zagreb, who joined the previously mentioned lecturers and panellists (cf. Herceg Mićanović and Klak Mršić 2021: 43-45). The success of the hybrid forum and the interest of the library community in topics in which literature and ethnology overlap were the main motivators for the organisation of the ZLA Forum in the Ethnographic Museum.

## HUNGER FOR BOOKS

The 35th ZLA Forum titled *Hunger for Books* was held on 26th April 2023 in a hybrid format. The idea behind this specific ZLA Forum was that it was intended as an accompanying activity of the exhibition *Faces of Hunger*, but it was also an opportunity to connect the library and museum community. The forum was organised upon the initiative of the librarian of the Ethnographic Museum Lorena Martinić, who is also a member of the editorial board of the ZLA forum. The Ethnographic Museum and the City Library, which is a part of the Zagreb City Libraries network, participated in the organisation, along with the Zagreb Library Association. In addition to the websites and social networks of the Zagreb Library Association and the Ethnographic Museum, the Forum was also announced in *Večernji list* (cf. Gluić 2023).

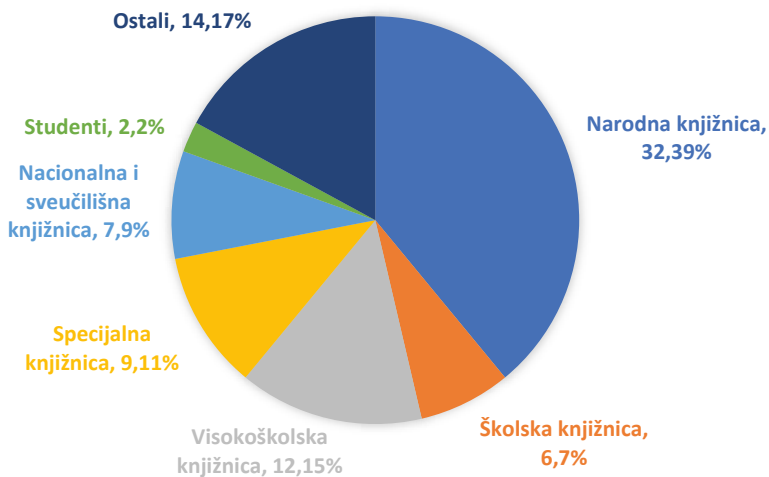


Figure 2: Participants of ZLA Forum *Hunger for Books* listed according to their respective institutions

Lecturers, moderators and a part of the audience were at the premises of the Education Hall of the Ethnographic Museum, while other participants attended the Forum through the ZOOM platform. The Forum hosted a total of 7 lecturers from different professions and 75 participants, 30 of whom attended live and it is also the most visited Forum in 2023. In addition to the library community which ZLA Forum addresses, this forum was attended by 14 members of other professions, mostly ethnologists and museologists, which is the largest number of interested “non-librarians” so far (Figure 2).

The 35th ZLA Forum started after welcome speeches delivered by the museum advisor Zvezdana Antoš, who spoke on behalf of the Ethnographic Museum and the library advisor and president of the Zagreb Library Association Dorja Mučnjak.

The keynote address was delivered by the authors of the exhibition *Faces of Hunger*, Tanja Kocković Taborski, PhD, a senior curator at the Ethnographic Museum and Melanija Belaj, PhD, from the Institute of Ethnology and Cultural Anthropology, who presented a collaborative project between a cultural and a scientific institution. They launched the exhibition project because of a shared professional interest in nutrition and love for food, and food is of course associated with hunger. Hunger is neither a topic of the past nor of geographically distant regions, but it is a part of our everyday life. The exhibition focuses on three main topics – the fight against hunger, hunger as a political tool and the relationship between hunger and the body. The exhibition included more than twenty activities that helped communicate topics that could not be dealt with in detail through the exhibition itself. Various lectures were held, co-operation with the Croatian Network for the Homeless was established, papers on the topic of hunger by the students from Croaticum Centre for Croatian as a Second and Foreign Language were presented, and the publication *6. Watch What You Eat Laboratory* on the topic of student nutrition and student restaurants was promoted. Numerous creative workshops for children were organised, and one of them resulted in the film *Hungry as a Dog* (cf. Tuđen et al. 2023). In addition to creative workshops held at the Ethnographic Museum, such as crocheting market bags, workshops for adults were held also at other locations. There were culinary workshops in Kuhaona, but

also outdoors, where the participants were *On a trip with the forest chef Martin Reljanović* (cf. Ethnographic Museum 2022 Co-operation was also established with the Day Hospital for Eating Disorders H (RANA) at the Sveti Ivan Psychiatric Hospital in Zagreb, whose result is the public health campaign *RemekTijelo (Masterpiece Body)* intended for pupils in the last two grades of elementary school and those in the first two grades of secondary school. In the end, the authors of the exhibition presented plans for the future – the exhibition in Pula and Rijeka – and emphasised that the exhibition can also include local history and it can speak about hunger in local environment, wherever it goes.

This was followed by a panel discussion intended to examine the role of cultural institutions in promoting healthy lifestyle and to show the importance of co-operation between cultural, educational and health institutions in promoting socially important topics. Along with the authors of the exhibition, the panel discussion saw the participation of Maja Žanko, MSc in Nutrition, Ana Smokrović, PhD, the brand owner of *Anino povrće (Ana's vegetables)* and two librarians: Maja Zubčić Peleski and Iva Morandini, who follow a healthy lifestyle. The discussion was moderated by the librarian Inja Cahun Kisić, Head of Ethnology Collection at the Library of the Faculty of Humanities and Social Sciences in Zagreb.

The participants of the panel discussion were experts who addressed the issues of healthy lifestyle from different aspects – ethnology, nutritionism, agriculture, food philosophy and, of course, librarianship. Different aspects of the issue posed a challenge how to connect them into a coherent whole, bearing in mind that the ZLA Forum is primarily intended for the library community. Hence, the discussion was guided by questions prepared in advance in such a way as to be interesting for the library community in order to encourage it to think about the possibilities of co-operation with various public institutions through a range of programmes that could be designed and implemented for the benefit of the community in which it operates.

Questions for the authors of the exhibition Tanja Kocković Zaborski, PhD, and Melania Belaj, PhD, were based on the information from the exhibition catalogue *Faces of Hunger: the Well-Fed Does Not Understand the Hungry* (Belaj et al. 2023). The exhibition deals mainly with the fight against hunger both throughout history and in today's world. As the authors themselves point out, humanity has been dealing with the problem of hunger since 2650 BC when hunger as a term was first mentioned on a granite monument found near the Cataracts of the Nile, until today when, irrespective of various initiatives – such as UN efforts to eliminate hunger and malnutrition through the setting of global goals signed by all the countries of the world – statistics still record 828 million hungry (cf. Belaj 2023: 2-3). Hunger is also present in Croatia, and through research, the authors of the exhibition have detected many problems in the system and in the catalogue, they are asking for a more serious involvement of relevant institutions (cf. Vukušić 2023: 23). Consequently, it was interesting to hear in the panel discussion how a cultural institution can contribute to spreading awareness of the needs of vulnerable groups. The panellists described one of the accompanying activities, which was an example of how this can be achieved. As part of a series of lectures on the exhibition, a presentation of the Croatian Network for the Homeless was held, which was covered by the media, thus opening the space for the needy to present their problems, as well as for the public to hear about them, in the hope that information about these problems will reach the competent institutions. The panellists explained that this is precisely the reach that cultural institutions can achieve because they cannot solve the problem, but they can detect it, write about it and speak about it publicly and thus serve as expert mediators between people and politics.

When asked what role libraries can play in the fight against hunger, the authors of the exhibition have recognised libraries, especially national libraries in smaller communities, as places that are close to the community, where people with the problem can be empowered with knowledge and experiences both through available resources and through organised programmes for sensitive user groups.

Programmes and activities carried out by cultural institutions are common practice, so the question about the custom of organising accompanying activities with research was addressed to Melania Belaj, PhD, from the Institute of Ethnology and Folklore Research. Belaj explained how the Institute's co-operation with various public institutions and civil society organisations is achieved through numerous projects to whom they are initiators or partners in the realisation. The realisation of such projects is important because ethnological and anthropological research very well detects community problems and the community can benefit from them upon completion of the research through co-operation with different participants.

The next panellist was Maja Žanko, MSc in Nutrition, employed at the Sveti Ivan Psychiatric Hospital in Zagreb where she works at the Day Hospital for Eating Disorders H (RANA), she is also a group therapist in education, and specialises in eating disorders. First, she described the co-operation initiated by the authors of the exhibition. The co-operation took place in a number of ways; users of the Day Hospital for Eating Disorders H (RANA), those suffering from anorexia and bulimia, were given the opportunity to speak out about their feelings and destructive thoughts, and their poster was also a part of the exhibition (cf. Žanko 2023: 82). Then, in co-operation with the Ethnographic Museum in Zagreb and the Day Hospital for Eating Disorders H (RANA), a public health campaign *Remektijelo (Masterpiece Body)* and *Little School of Eating Disorder Prevention* was organised as part of the accompanying activities within the exhibition. The course of activities began with the announcement of a competition for adolescents who in their creative work expressed what "Masterpiece Body" means to them, and the authors of the best works participated in the Little School of Eating Disorder Prevention. They subsequently became peer educators who will get the opportunity to spread the knowledge and experience gained throughout Croatia, striving to prevent eating disorders (cf. Kocković-Zaborski, ed. 2023).

Žanko explained that through the campaign they wanted to present the reasons behind self-imposed starvation, what is the need behind it, what does it have to do with body image, with personal respect, with the society in which we live, which promotes only certain body types, with mental health on a wider level and what role health and cultural institutions have in their promotion. The campaign proved to be very successful, a large number of students responded, and the submitted works made a strong impression on the panellist because young people in a very creative way expressed their view of this very stigmatised topic that is not talked about, but only "rumoured", and the works resulted in a virtual exhibition (cf. Martinić 2023). Žanko put emphasis on the importance of talking about mental illness, in this case about eating disorders, because this is the way to reach young people. She also pointed out the importance of libraries as places suitable for speaking out not only about eating disorders, but about health in general, because they are easily accessible to the general public and in that process devoid of the stigma carried by mental institutions. She also recalled that the Bogdan Ogrizović Library from the Zagreb City Libraries network was one of the first places where they promoted their programmes. When asked about advice for librarians when designing an eating disorder prevention programme, Žanko replied that it is necessary to involve experts because it is a sensitive field, and through her experience, she learned that on difficult topics, young people easily express themselves

through art, irrespective of whether these are songs, video clips or visual art. It is their preferred language and that makes it easier to arouse their interest in participation.

Then it was the turn of Ana Smokrović, who received her PhD in Food Philosophy at the Faculty of Humanities and Social Sciences in Rijeka and she is also an agricultural worker who grows her happy food according to biodynamic principles and has created her own brand *Anino povrće* (*Ana's vegetables*) (cf. Smokrović 2023). Moreover, she holds workshops on cooking healthy and natural food and natural gardening and closely co-operates with the Rijeka City Library. In the opening part, Ana Smokrović talked about her beginnings. Inspired by her region, Opatija and Kvarner, which used to be self-sufficient in food, during her studies, she became interested in the issues of modern food production. In doing so, she was educated about organic food farming, received her PhD and created her own brand. In addition to growing organic food, she provides training and scientifically studies the relationship between production, cultivation and consumption of food. She believes that the problem needs to be dealt with at the local level because industrial food production is often talked about in the context of global and environmental problems, when in fact what an individual can do here and now needs to be considered at a local level. Hence, she writes a lot about food because she wants to popularise the ideas she discovers through her work.

In her work, she considers libraries as partners and small nurseries of knowledge. In addition to writing for the children's magazine and the blog of the library, she has also held various workshops of food preparation in libraries. She emphasised the importance of these spaces as places of intergenerational meetings, exchange of knowledge and skills and civic appreciation and friendship. Epistemology is a part of her scientific reflection, i.e. she is interested in the way we create meanings, in this case, around food, and described libraries as transformative places because the epistemic cognitive moment is imagining as a step that precedes any action, and she cannot imagine a better place for imagining than libraries and museums.

The next panellist was Maja Zubčić Peleski, a librarian employed by the Staglišće City Library, who in her spare time is involved in gardening in the city garden. Not only is she a librarian with a garden, but in her thesis, she wrote about social significance of libraries during the COVID-19 pandemic (cf. Zubčić Peleski 2020). As she wrote in her thesis about the social and psychological contribution of the library to the community, but also the disparaging attitude of the community towards libraries, in the context of this panel it was examined how stereotypes affect the success of achieving co-operation or the success of achieving the goals of programmes held in libraries. Based on her own experience, Zubčić Peleski described how she encountered disparaging attitudes towards librarianship, which bothered her a lot because at the same time she was aware of the possibility of contribution of the library to the community within which it operates. She described public libraries as places that are immersed in the community and thus recognise its needs, and on that basis, they can provide what it needs, what is missing. She attributes the problem to ignorance or a lack of information and sees it as an opportunity for libraries to work on. In addition, she believes that interinstitutional co-operation is one of the ways of breaking stereotypes because the perception of libraries changes from the guardians of knowledge and book warehouses to proactive places that encourage positive change. As Zubčić Peleski explained, it is necessary to change the negative perception of libraries in order to achieve greater success of the programme, because it affects the visibility or the turnout of the community to participate. She also pointed out the positive developments in recent times in the field of co-operation between libraries and local community associations, which are financed by the city, and are very succe-

ssful, such as *Žaruljica kulture na Savici (The Culture Lamp in Savica)* (cf. Žaruljica Association 2023). Nevertheless, she noted that it is necessary to think about the extent to which changes are made because she personally sees libraries as oases of peace and would like to keep that part of identity in this busy world.

Peleski then talked about her gardening experience, in which she has been involved for ten years. It was interesting to hear how this experience taught her patience, learning from mistakes and adjusting expectations, and hence affected the quality of life to such an extent that she believes that many problems would disappear if everyone had the opportunity to cultivate a square meter of land. Although she has not yet shared her personal experience with library users, she has many ideas such as a seed bank, seedling sharing, storing plants, to name a few. She sees the library, especially the neighbourhood library, as a meeting-place that, through socialising at imperceptible levels, restores the sense of community that is needed.

The last female panellist was Iva Morandini, librarian, employed at the National and University Library in Zagreb, president of the Working Group ZLA Cyclists, and also a certified group fitness instructor with music. To begin with, Morandini told how she came up with the idea of an active break, a half-hour workout programme that took place at the Faculty of Humanities and Social Sciences. As she has been playing sports all her life and thinking about her body, the sedentary job worries her and she had the need to do something about it. The opportunity opened up during *the European Week of Sport* (cf. Ministry of Tourism and Sports [s.a.]) when, together with her colleague Ivana Kukić, in co-operation with the Faculty Management, she organised a training on mini trampolines and thus marked *Focus Day: Workplace*. For this event, in 2018, the Faculty received the Award of the Central State Office for Sport as the most inspiring workplace (cf. Library of the Faculty of Humanities and Social Sciences 2018). The award, in addition to the tennis ball signed by Marin Čilić, also contained a monetary segment from which sports equipment was purchased. The equipment made it possible to organise an active break, which was held twice a week for half an hour during the break. Feedback from active break users was positive, the users were more satisfied, more motivated, more focused on work. Iva Morandini therefore concluded that such programmes are very useful for the employer, because active employees are more productive. She emphasised the importance of the individual as the driver of change, because, without her enthusiasm, this programme would not have been realised even though all the stakeholders have multiple benefits. Nevertheless, even an individual cannot do without a group because they can hardly stay motivated without the support of the others. Morandini also used the panel discussion for training, so everyone present worked on improvement of blood circulation and saw how easy it is to workout without any equipment in the workplace. She then presented other library activities that promote exercise and active life that she co-organises within the Zagreb Library Association, such as the *ZLA knjižničarske avantURE (Library Adventure)* programme, which encourages movement through a web application. While walking, running or cycling one can go on virtual tours that visit the public libraries of Zagreb and Zagreb County (cf. Zagreb Library Association 2021). She also presented ZLA cyclists, consisting of a group of enthusiastic librarians, members of the Zagreb Library Association, who combine cycling and love of libraries. By proactively exiting their closed environments, librarians publicly advocate libraries and outdoor movement with the aim of changing the idea of passive libraries that serve only to borrow books into active institutions, integrated into the local community, that offer users a variety of services and workshops (cf. Zagreb Library Association [s. a.] b).



In the end, Maja Žanko, inspired by the panel discussion, invited libraries and museums to co-operate in order to make room for the participants of *the Little School of Eating Disorder Prevention* to introduce this important and stigmatised topic to their peers and parents.

Senior Librarian Natalija Dragoja, Coordinator of the Department for Children and Young Adults of the City Library, has compiled a comprehensive list of publications in the field of fiction and popular science on the topic of nutrition, eating habits, eating disorders and meal preparation. It comprises of 21 publications for parents, educators, teachers and librarians, fiction for children and young people up to 15 years of age, of which she lists 6 picture books for the youngest, 34 picture books for preschoolers, 5 books for children, 9 books for young people and 29 popular scientific publications for children and youth. Although the colleague Dragoja did not attend the Live ZLA Forum, her list was formatted into a brochure received by all Forum participants, and it contained a QR code leading to the annotated list (cf. Dragoja 2023). The Forum was followed by the author's guide to the exhibition *Faces of Hunger*, with which Tanja Kocković Zaborski and Melanija Belaj supplemented their introductory presentation and rounded off this educational experience.

## INSTEAD OF A CONCLUSION

After the ZLA Forum, a recording was uploaded to the Zagreb City Libraries YouTube channel, where it gathered more than 130 views (cf. Zagreb Library Association 2023). The editorial board of social networks of the Zagreb Library Association covered the event on *Facebook* (75 likes, 1 comment, 8 shares), *Instagram* (55 likes), *LinkedIn* (16 likes) and *Twitter* (139 impressions). In addition to the statistics on social networks, the success of the Forum is also shown by the comments of the anonymous exit poll (cf. Žugaj 2023), which was sent to all the participants together with a certificate of participation and we will list only a few: "It was great. Lecturers, topics, atmosphere, organisation, just keep going.", "I am very pleased with the co-operation between libraries and museums. There should be more encounters like this.," "The topic of hunger has been excellently selected and addressed, keep exploring. Good luck!"

The expertise, topicality and adaptability of the ZLA Forum opens the possibility for co-operation with numerous cultural, educational and scientific institutions, and *Hunger for Books* will certainly not remain the only example of such co-operation. The return of the ZLA Forum to the Ethnographic Museum is planned for next year, and museum librarians will find its topic particularly interesting.

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